Learning Conversation Notes		
Name of Partner: Breastfeeding Coalition of Placer County	Date: January 24, 2006	
Number of Children Served: 104	Ages: 104 children under age 1 yr	
When Served: July 1, 2005 – January 15, 2006	Gender: 49-Male 47-Female 9 Unknown	Ethnicity: 80 - Caucasian 3 - African Amer. 7 - Hispanic 6 - Asian 1 - Native American 4 - East Indian 3 - Unknown

Conversation Participants: Don Ferretti, Nancy Baggett, Michael Romero, Jackie Kampp, Mary Wagner-Davis, Janice Critchlow, Judy Marston, Janis Wikoff

Outcomes:

- Placer County women served by the Breastfeeding Coalition are supported, and breastfeed through both 6 weeks and 6 months postpartum, resulting in healthier babies.
- Increase the non-First 5 funding of this program by 10% to support and sustain the Breastfeeding Coalition.

Performance Measures:

- Demographics (number of 0-5 served by gender, age, ethnicity, and when services were provided).
- Number and type of referrals given by the Breastfeeding Coalition
- Number of Placer County residents contacting toll free support line & reasons for calling
- 6 week and 6 month client follow up survey results
- Stories from mothers served
- Summary of other non-First 5 funds obtained

What is this data telling us about achievement of outcomes?

Total in-person consultations – 164; of these 101 were Initial consultations, 63 were follow-up consultations, and there were 103 different mothers.

Referrals were made to: Sutter Mother's Outlet – 25, La Leche League – 6, WIC – 1, Health Care Providers – 13, Buckle-up Baby – 11, and Kaiser Mom's Groups – 4. The Breastfeeding Coalition feels these are underreported and will address accuracy as part of the next step.

Capable of providing 192 in-person consultations over a 6-month period.

Most common way mothers find their services: hospital packets, referral from clients, hospital classes. Working on a more proactive approach to contact mothers about breastfeeding prenatally and immediately postpartum.

Ethnicity reflects the county demographics, although the Breastfeeding Coalition would like to serve more women from underserved populations.

374 contacts on the toll-free support line number (these numbers may be underreported). 102 mothers followed up and were seen by a consultant. Most common problems of those who saw a consultant were sore nipples, difficult latch and low milk supply.

Survey results between 6-30-05 – 1-21-2006 for babies at 6 weeks and 6 months:

Total clients fitting this criteria – 79

Total babies at 6 weeks - 56, total successful contacts at 6 weeks - 46 46 out of 46 found lactation consultant helpful and professional 45 out of 46 thought the consultation improved their success in breastfeeding their baby

46 out of 46 felt more confident in their knowledge of breastfeeding The average number of consultations received per contact – 1.46 The average number of times a client returned to weigh their baby – 0.17 37 out of 46 are still breastfeeding

The average age of babies no longer breastfeeding 6.89 weeks old Reasons for weaning: 1 returned to work, 3 never made enough milk, 5 other

21 out of 46 found the services helped them breastfeed longer than they would have otherwise

6 out of 46 used other services on their resource list:

- 3 Buckle-up Baby
- 2 WIC
- 2 La Leche League
- 3 Sutter Mother's Outlet
- 2 other

Total babies at 6 months - 23
Total successful contacts at 6 months - 17
12 out of 17 are still breastfeeding at 6 months
The average age by month when weaned: 4.6 months old
Reasons for weaning: 2 returned to work/school, 2 other, 1
pregnant

1 out of 17 have called the Breastfeeding Coalition of Placer County since the 6 week survey. The total number of calls from contacts – 2.

1 out of 17 said the information received when they called was helpful

1 out of 17 have returned to weigh their babies. Total number of times – 1

1 out of 17 requested other resources

The Breastfeeding Coalition thinks that they have been successful as things are going well with the mothers and believe they have done a good job in plugging the mothers into other support resources.

Non-First 5 Funding:

Conference is scheduled in May of this year – estimated income \$10,000. \$625 received from fall letter asking for donations. The amount was doubled from last year. Letters were sent to people who have accessed services – mailed out 400 letters. Consultant suggested letters be sent out twice a year. Have a bulk mailing rate now. Have been approved as an Hewlett-Packard matching funding participant. Are considering applying for United Way certification. Some mothers give donations when they come in for support. Mothers pay \$20 for second visit and \$40 for third visit, if they can afford it.

In what ways will we apply what we have learned from our data?

Already applied the learning from the 6 month follow up that the Coalition needs to provide anticipatory guidance to mothers when speaking with them during the 6 week and in-person consultations.

Other points that were made during the conversation:

The Breastfeeding Coalition now has 2 ways to track data now, lactation charting program and Access program.

The Breastfeeding Coalition has a listing (from charting program) of reasons for calls to the support line grouped by problem, number of contacts by problem, average age of baby, and % with this problem. This has simplified data collection and made it more meaningful to the Coalition and the lactation staff.

Experience with First 5 was written up and published in an international magazine, Leaven, showing the benefits of collecting and using data. The nursing student training program was shared at the International Lactation Consultant Association Conference and American Public Health Association Conference.

Studies have shown that women who breastfeed have a reduced risk of breast and ovarian cancer. Additionally breastfed children have fewer allergies, ear infections and experience a lower incidence of child abuse.

Next Steps:

The Breastfeeding Coalition will work to more accurately collect referral data.

Add gender to the Access data collection program.

Need to work on a method to more accurately collect data on the number of residents contacting the toll free support line and reasons for calling.

Work on cleaning up the data output to remove duplicate information. Use an Excel table with rank, number of contacts, and % with problem so can more quickly identify information. Mike will work with Jackie and Mary to develop the Excel table.

Survey data to be changed to use range and distribution instead of averages.

Next learning conversation will have profit figures for May conference. Also will have data on funds generated by payments for second and third visits.

With regard to the 6 week and 6 month surveys it is important to first ask mothers if they received referrals during their in-person consultation before asking if they have utilized resources.

Need to do more follow-up calls and develop a system for follow-up schedule with every mother having an in-person consultation.

Next learning conversation date: July 20, 2006, 1-4:30 PM